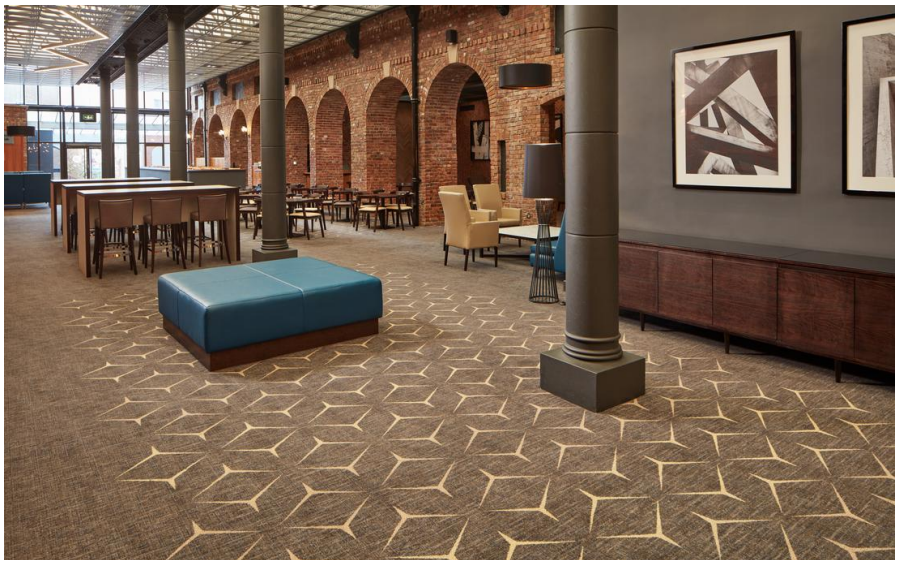


Crowne Plaza Nottingham is a luxurious 4 star hotel, centrally located in Nottingham's bustling city centre. The hotel has recently commissioned Brintons to design bespoke Axminster carpets, specifically adapted from the company's Vector Concepts collection in the corridors and public areas throughout the hotel.

In a prime location, Crowne Plaza Nottingham is right in the heart of Nottingham's cultural hub, offering short walks to the Concert Hall, Playhouse, Cathedral and Old Market Square. The artistic and cultural influences that surround the hotel are echoed in its interiors. The Vector Concept designs selected for this project are in delicate hues of gold and cream, a colour palette that is appropriate to the surrounding architecture of the medieval city. With its subtle shades and playful geometric patterns, the designs from Brintons are a fitting addition to the hotel.

> The carpet looks fabulous – it is clearly of good quality and the look and feel of the hotel has been transformed. Our customers love the new look and have nothing but good words to say about the renovation.
>
> **David Clements**
> General Manager, Crowne Plaza Nottingham

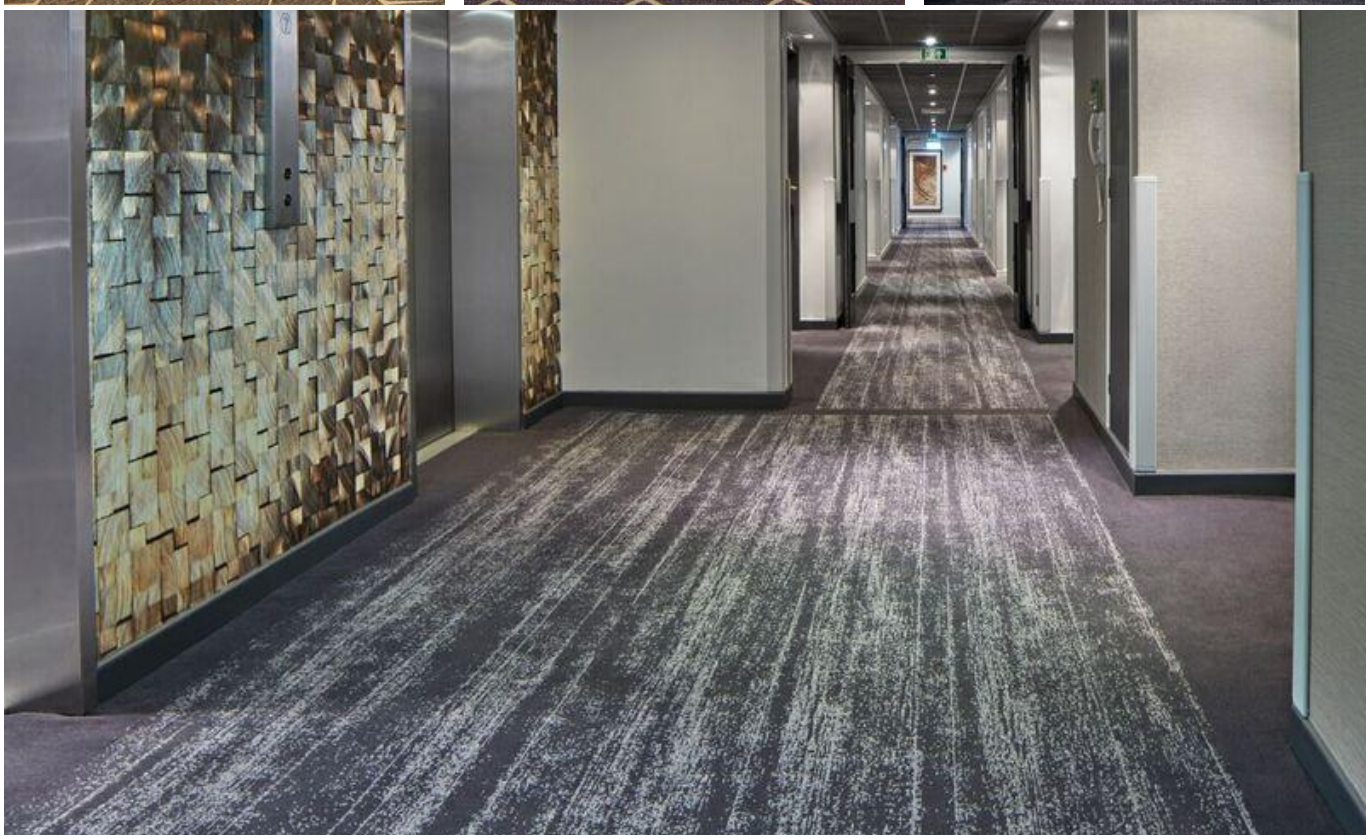
The Vector Concepts collection has been carefully developed by Brintons' design team to offer a bespoke programme for the commercial and hospitality sectors, a collection that offers complete customisation. Divided into four distinct style statements, specifiers can select a colourway and alter any element of the design using the Brintons state-of-the-art design service and standard colour system, offering a wide selection of colour palettes, specifiers have the option to adapt and recolour the carpet design.

A key focus of the brief for this project was to create areas of pattern, and generate seating zones for the hotel. The bespoke nature of Brintons Vector Concepts collection supports the creation of this 'zone' concept, creating subtle divides, in otherwise open plan public areas. With such a unique design there was a lot of planning and project development involved, as Jodie Hatton, Brintons lead designer for the project explains: "The basic design was chosen

from the Vector Concepts collections and then textures and colours were adapted to update the pattern for its new purpose. The strategic grouping of the Vector shapes in this design create zones in the open plan hotel."

Project summary

Name	Crowne Plaza, Nottingham
Details	Custom Axminster Carpets
Date	November 2017



If you have a similar project you would like to discuss, please contact our central team:

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